

## C L A I M S

1. Substrate, which is impregnated with a cleansing preparation with a viscosity from 1 to 3000 mPas, preferably with a viscosity from 1 to 2500 mPas, more preferably with a viscosity from 1 to 2000 mPas, containing

- a) one or more anionic and/or nonionic surfactants in a concentration from 0.1 to 15% by weight, preferably with a concentration from 1 to 10% by weight;
- b) water in a concentration from 40 to 99% by weight, preferably in a concentration from 50 to 90% by weight, more preferably in a concentration from 60 to 90% by weight; and
- c) one or more preservatives in a concentration from 0.01 to 3% by weight, preferably with a concentration from 0.1 to 2% by weight, each based on the total weight of the cleansing preparation.

2. Substrate of claim 1, characterized in that the substrate is present in the form of a wipe.

3. Substrate of one of claims 1 or 2, characterized in that acylamino acid surfactants, sarcosinates, sulfosuccinates, sulfosuccinate citrates, monoalkyl phosphates, olefin sulfonates are used as anionic surfactants.

4. Substrate of one of claims 1-3, characterized in that alkyl polyglycosides are used as nonionic surfactants.

5. Substrate of one of claims 1-4, characterized in that benzoic acid, and/or salicylic acid, and/or their derivatives, and/or salts of these compounds are used as preservatives.

6. Substrate of one of claims 1-5, characterized in that the weight ratio of anionic to nonionic surfactants is from 2:5 to 5:2.

7. Substrate of one of claims 1-6, characterized in that the weight ratio of substrate to cleansing preparation is from 1:0.5 to 1:5.

8. Substrate of one of claims 1-7, characterized in that the cleansing preparation is applied to the substrate by a spreading, spraying, and/or a dipping method.

9. Use of a substrate of one of the foregoing claims as cosmetic wipe for cleansing and/or the care of the skin and/or hair.

10. Use of a substrate of one of the foregoing claims as a mild, foaming cleansing utensil.